



Developing a Shared Vision

A vision statement defines what you ideally want the community to look like. It provides guidance and inspiration for the violence prevention work that your community will do. A vision statement should have the following qualities:

- Easy to understand and capture what the community genuinely hopes and believes
 - Written in present tense to represent the ideal future
 - Easy to communicate and, ideally, no more than two sentences
 - Convey a clear meaning and not be offensive to any group, even when taken out of context
 - Be broad enough to accommodate a variety of perspectives
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How to develop a Vision Statement

- Decide who will be involved in developing the vision statement for guiding the violence prevention plan. Consider the following to identify important groups and individuals in your community that may be involved in developing the comprehensive violence prevention plan and should be consulted when developing a shared vision:
 - Who will be affected by the plan?
 - What are the different sectors that will be involved in implementing the plan?
 - Who has relevant information or expertise related to the plan?
 - Who can support or block implementation of the plan?
- Create a supportive, respectful setting where people feel comfortable sharing their hopes, needs, and concerns.
- Develop a process so everyone's voice is reflected in the vision statement, especially the community members who may be most affected by violence.
- Choose a facilitator. This person's role is to encourage full participation, make sure everyone feels heard and understood, and honor individual perspectives.
- Use discussion questions to generate ideas. Here are some examples:
 - What does a safe, healthy community mean to you? What are some images, ideas, or pictures of what success looks like?
 - What should we move toward? Where should we be in 5 or 10 years? What impact do we want to see?
 - What else is possible if we prevent or reduce violence? If we are successful, what would be better and how might people relate differently to one another?
 - How should we approach this work? What values and principles guide our collective decisions and actions?

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- Discuss different ideas and distill them into a single vision. Ideally, the group would decide on a vision statement by consensus. Here are some suggestions when deciding between different ideas:
 - Identify similar themes or statements and combine them.
 - Ask people to identify what they feel most strongly about, or what stands out to them, and discuss these with the entire team.
 - Create space for people to deliberate, and give them an opportunity to make a case for why an idea should be prioritized.
 - Prioritize themes by having the group vote based on what is best for the community as a whole.

Revisit your vision statement periodically with your group as you continue to plan, implement, and evaluate your violence prevention efforts. Revise your vision statement as needed, to make sure it accurately reflects and captures your hopes for the future.

Additional Resources



Developing and Communicating a Vision (Community Tool Box)

<https://ctb.ku.edu/en/table-of-contents/leadership/leadership-functions/develop-and-communicate-vision/main>



Sample Vision Statements (National Association of County and City Health Officials)

<http://archived.naccho.org/topics/infrastructure/MAPP/visionsamples.cfm>



Creating and Communicating a Shared Vision (ChildWelfare.gov)

<https://www.childwelfare.gov/pubPDFs/CreatingandCommunicatingaSharedVision.pdf>